

APPAREL AND ACCESSORIES

## Prada shares future plans for oceanic education initiative

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*Prada and UNESCO have been supporting ocean education through Sea Beyond. Image credit: Prada Group*

By LUXURY DAILY NEWS SERVICE

Italy's Prada Group is marking World Water Day by expanding its "Sea Beyond" educational program with UNESCO.

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Originally launched in 2019, the initiative is dedicated to sea preservation and encourages ocean literacy. Prada and UNESCO's Intergovernmental Oceanographic Commission (UNESCO-IOC) will continue to collaborate on several small- and large-scale projects.

"On this important day for our planet, let's remember that sustainability and the preservation of our resources are closely linked to education," said Lorenzo Bertelli, head of corporate social responsibility at **Prada Group**, in a statement.

"Even though it is difficult to find solutions for the climate emergency that surrounds us, only through education and daily small gestures, we will concretely accelerate towards the change we need."

Diving in

According to Prada, 10 schools have been participating in the second edition of Sea Beyond, which began in October 2021. The schools are located in Brazil, China, Italy, Mexico, Peru, Portugal, South Africa and the U.K.

Teachers and students have been joining webinars hosted by UNESCO experts and learning about the 10 challenges of the Ocean Decade for Sustainable Development. Participating schools also received recyclable cardboard for a VR experience dedicated to the initiative.



*Ten schools in eight countries are participating in the second edition of Sea Beyond. Image credit: Prada Group*

At the end of the school year, students can participate in a competition to interpret one of the Ocean Decade challenges with text, graphics or interactive content. A jury including Mr. Bertelli, climate artist Enzo Barracco and oceanographer Fabien Cousteau, among others, will review the projects.

In May, Prada Group and UNESCO-IOC will present a new project ahead of its September 2022 launch. The educational effort, dubbed "Kindergarten of the Lagoon," will be based on the principles of outdoor education.

Ocean literacy trainings also continue for Prada Group's more than 13,000 employees.

The group continues to prioritize corporate responsibility, having recently made two additions to its board of directors, Pamela Culpepper and Anna Maria Rugarli. Prada has also announced a new ESG board committee that will be responsible for supporting the board of directors in its sustainability assessments and decisions with regards to people, environment and culture ([see story](#)).

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